

Message Text

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PAGE 01 PORT L 00522 160417Z
ACTION CU-04

INFO OCT-01 AF-10 ISO-00 /015 W
-----160420Z 013611 /17

R 131042Z MAY 77
FM AMEMBASSY PORT LOUIS
TO AMEMBASSY PARIS
INFO SECSTATE WASHDC 6710
USIA WASHDC
AMEMBASSY LUSAKA
AMEMBASSY YAOUNDE
AMEMBASSY NDJAMENA
AMEMBASSY DAR ES SALAAM

UNCLAS PORT LOUIS 0522

PARIS FOR ARS

STATE FOR CU/ARTS

USIA FOR IAA

E.O. 11652: N/A
TAGS: SCUL
SUBJECT: MCLAIN FAMILY BAND

1. POPULAR RESPONSE TO MCLAIN FAMILY BAND IN MAURITIUS WAS OVER-
WHELMINGLY POSITIVE. BAND'S LIVELY MUSIC AND ENGAGING
PERSONALITY GENERATED WARM AND ENTHUSIASTIC AUDIENCE REACTIONS.
BAND PLAYED THREE SCHEDULED CONCERTS, AND VOLUNTEERED TO PERFORM
FOURTH
CONCERT. FIRST CONCERT (MONDAY, MAY 9) AT PLAZA THEATRE
DREW CAPACITY CROWD OF 1,250; THE SECOND PERFORMANCE ON AFTER-
NOON MAY 10 AT UNIVERSITY OF MAURITIUS FILLED AUDITORIUM TO
STANDING-ROOM ONLY WITH APPROXIMATELY 800 STUDENTS AND FACULTY
MEMBERS. THIRD CONCERT IN DOWNTOWN PORT LOUIS WAS HELD IN OPEN
AIR AFTERNOON MAY 11 AND DREW CROWD OF OVER 2,000. THE FOURTH
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(VOLUNTARY) CONCERT, HELD NIGHT OF MAY 11 OUTDOORS ON GROUNDS OF
SUGAR FACTORY IN SOUTHERN PART OF ISLAND, WAS ATTENDED BY
ABOUT 1100 SUGAR WORKERS. ALL PERFORMANCES WERE UNQUALIFIED
SUCCESES AND ATTRACTED AUDIENCES (YOUTH AND LOW-INCOME)
SELDOM REACHED BY OTHER ARTIST IN PAST.

2. EMBASSY MEDIA CAMPAIGN ELEVEN DAYS BEFORE GROUP'S FIRST

PERFORMANCE HELPED CREATE PUBLIC INTEREST IN MCLAIN BAND.
PORT LOUIS' FIVE LEADING DAILY NEWSPAPERS USED EMBASSY-
PLACED NEWS RELEASE WITH PHOTO OF BAND DURING WEEK PRIOR TO
THEIR ARRIVAL. EMBASSY PUT UP SIXTY POSTERS ADVERTISING
CONCERTS AT BUS STOPS, SCHOOLS, AND OTHER PUBLIC PLACES.
THIS WAS SUPPLEMENTED BY ADS IN FIVE NEWSPAPERS BEGINNING
APRIL 30. THE COUNTRY'S SOLE RADIO AND TV BROADCASTING COMPANY,
MBC, ALSO PROJECTED PROMOTIONAL FILM AND PROGRAMMED MCLAIN
TAPES IN ADVANCE OF BAND'S ARRIVAL.

3. AFTER ARRIVAL, MBC-TV TAPED 40 MINUTE PROGRAM WITH BAND,
AND STATION'S LEADING FEATURE COMMENTATOR CONDUCTED INTERVIEW
WITH GROUP ON ORIGINS OF BLUEGRASS MUSIC BETWEEN NUMBERS. THE
TAPE WAS BROADCAST ON PRIME TIME EVENING OF MAY 11. MBC-RADIO
FOLK-MUSIC SPECIALIST ALSO CONDUCTED 30 MINUTE INTERVIEW
WITH MCLAIN FAMILY TO BE AIRED NEXT WEEK. MCLAINS WILLINGLY
AGREED TO THESE EXTRA PROGRAM REQUESTS WITHOUT HESITATION.

4. PUBLIC SENTIMENT IN AFTERMATH OF MCLAIN VISIT TO MAURITIUS
WAS APPROPRIATELY SUMMED UP BY L'EXPRESS, PORT LOUIS LEADING
NEWSPAPER, WHICH SAID: "THE FAMILY GROUP DELIGHTED THEIR
AUDIENCES BY THEIR VITALITY, CHARM, AND INSTRUMENTAL
VIRTUOSITY. A REFRESHING CHANGE AND JUST THE KIND OF SHOW
WE HOPE TO SEE AGAIN AND SOON."
BROWN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MUSIC, CULTURAL PRESENTATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 13-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770172-1127
Format: TEL
From: PORT LOUIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770561/aaaacanf.tel
Line Count: 87
Litigation Code IDs:
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Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Retention: 0
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Review Date: 13-Jan-2005 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2535558
Secure: OPEN
Status: NATIVE
Subject: MCLAIN FAMILY BAND
TAGS: SCUL, MP, MCLAIN FAMILY BAND
To: PARIS
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